

## **Pacific Palisades BID**

### **MINUTES FOR BOARD MEETING**

Wednesday, May 3, 2017 8:30AM

Location: UDO Real Estate, 15233 La Cruz Drive, Pacific Palisades

In Attendance –

- Board Members: Lee Ford, Susan Carroll, Joyce Brunelle, Elliot Zorensky, Don Scott, Asvina Narain, Lynn Borland, Shaun Malek
- Executive Manager: Laurie Sale.
- Additional Attendees: Staci Mitchel, Sue Pascoe, Rick Stoff (Chrysalis), Michael Moore, Nina Kidd & Marge Gold (PPTFH) and Arnie Wishnick (Chamber of Commerce)
- Excused: Rick Lemmo, Dee Dee West

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Public Comment:

Welcome & Introductions:

- Elliot Zorensky opened the meeting at 8:30AM.
- Elliot solicited a motion to approve the meeting minutes from April 5, 2017. Susan Carroll moved to accept the minutes. Lee Ford was the second. Unanimously approved. Motion carried.

Report from LAPD/SLO - Officer Moore:

- Passed out flyer promoting VIN Etching Event 10 am – 3 pm Wednesday, May 17, 2017 at West LAPD Parking Lot, 1663 Butler Ave., Los Angeles, CA 90025
- Reminded us to tell tenants to keep cash register open

Report from Chrysalis – Rick Stoff:

- Pressure Washing planned for May 18, 19 & 22; 10 pm – 6 am. Laurie will take a picture for press release. Susan will place an ad in both papers.
- We are working on getting a new contract signed for 2017.
- No storage yet.

Financial Update – Lee:

- Preliminary budget was shared. We will present budget for approval at the next meeting.

Action Item: Elliot requests an additional \$2000 for accounting review. Review is \$4500. Taxes were \$2000. We did not plan on having to do 2015 taxes, review is more complicated as it is our first. Joyce moves to approve the increased amount. Asvina seconds. Elliot calls for a vote and it's passed unanimously.

Old Business:

Report from our Projects Task Force

- Tree Trimming: Qualified Tree trimmers are not responding for request for bid. We discussed not getting 3 bids but will try another month.
- No 4<sup>th</sup> of July Float this year. Instead we will power wash streets afterwards.
- Athens (trash hauler) is surveying our community for July trash hauling transition.

Bid Consortium report – Laurie:

- Idea to make postcards using current posters design to give to Real Estate Brokers for their packets. Agreed to move forward with this.

## New Business

Assessments – LAUSD – Discussion on the amount they pay (less than half). Laurie will investigate.

Assessment data for 2018 is due to City June 1, 2017. Decided on a 2% increase, to cover minimum wage increases this year. Don moves for a 2% increase; Susan & Shaun both offered a 2<sup>nd</sup>. Vote was unanimously approved.

Pacific Palisades Task Force on Homeless (PPTFH) – Nina Kidd & Marge Gold:

- Nina gave us a wonderful presentation about this pilot project started in 2015 with OPCC. With two full-time social workers, Glenda & Maureen, PPTFH has had much success partnering with LAPD.
- Fire risk has been reduced due to bluffs and beach clearance.
- 70% of Responses for Fire Stations 23 & 69 are due to Homeless!
- Nina passed out PPTFH cards and shared her positive experience in calling the number on the card when confronted with a homeless person. She encouraged us not to give them money.
- Elliot and Laurie said how grateful we are to PPTFH. Their success is impressive indeed.
- Laurie will serve as a liaison, sharing their e-mails with us.

Corporate Seal – Elliot will help Laurie obtain one.

Elliot nominates Shaun Malek as new Vice President to replace Lee Ford who has become Treasurer. Elliot also nominates Asvina Narain as formal secretary. Dee Dee West has resigned. Elliot asks for a motion. Susan moves to approve both and Joyce 2nds. Vote is unanimously approved.

Lynn Borland offered the Methodist Church, 801 Via de la Paz, as the new BID meeting location. We will post the meeting notes at the Chamber of Commerce in the future. Parking is available in the back. 1st meeting is June 7, 2017.

PRIDE Projects – Don Scott: Don said PRIDE needs help with maintenance of benches, lamp posts, watering flowers, etc. We decided to discuss next month.

Chamber of Commerce – Arnie Wishnick: Chamber needs help paying for Chrysalis later in the year. Their budget is short approximately \$5000. BID can help pay for shortage. Joyce motions to help Chamber, noting that she is the Chamber representative. Lee offered to 2<sup>nd</sup>. The vote was passed unanimously.

- Chamber of Commerce has its Expo/Classic Cars on Sunday, May 7<sup>th</sup> from 10-2. Please attend and show support for this local event!

We all offered Lynn Borland Congratulations on running the Boston Marathon!

Meeting adjourned at 10:04 am

Next meeting is Wednesday, June 7, 2017 8:30AM at The Lounge at The Methodist Church, 801 Via de La Paz, Pacific Palisades

The Pacific Palisades BID follows the California Ralph M. Brown Act - all meetings shall be open and public except when the Brown Act authorizes otherwise. As covered under Title II of the ADA, the Pacific Palisades BID, upon request, will provide reasonable accommodation to ensure equal access to its meetings, programs and activities. Assistance and services may be provided upon prior 72 hour request. To ensure availability of services, please contact Laurie Sale at (424)256-5733 or [Laurie@palisadesbid.org](mailto:Laurie@palisadesbid.org).